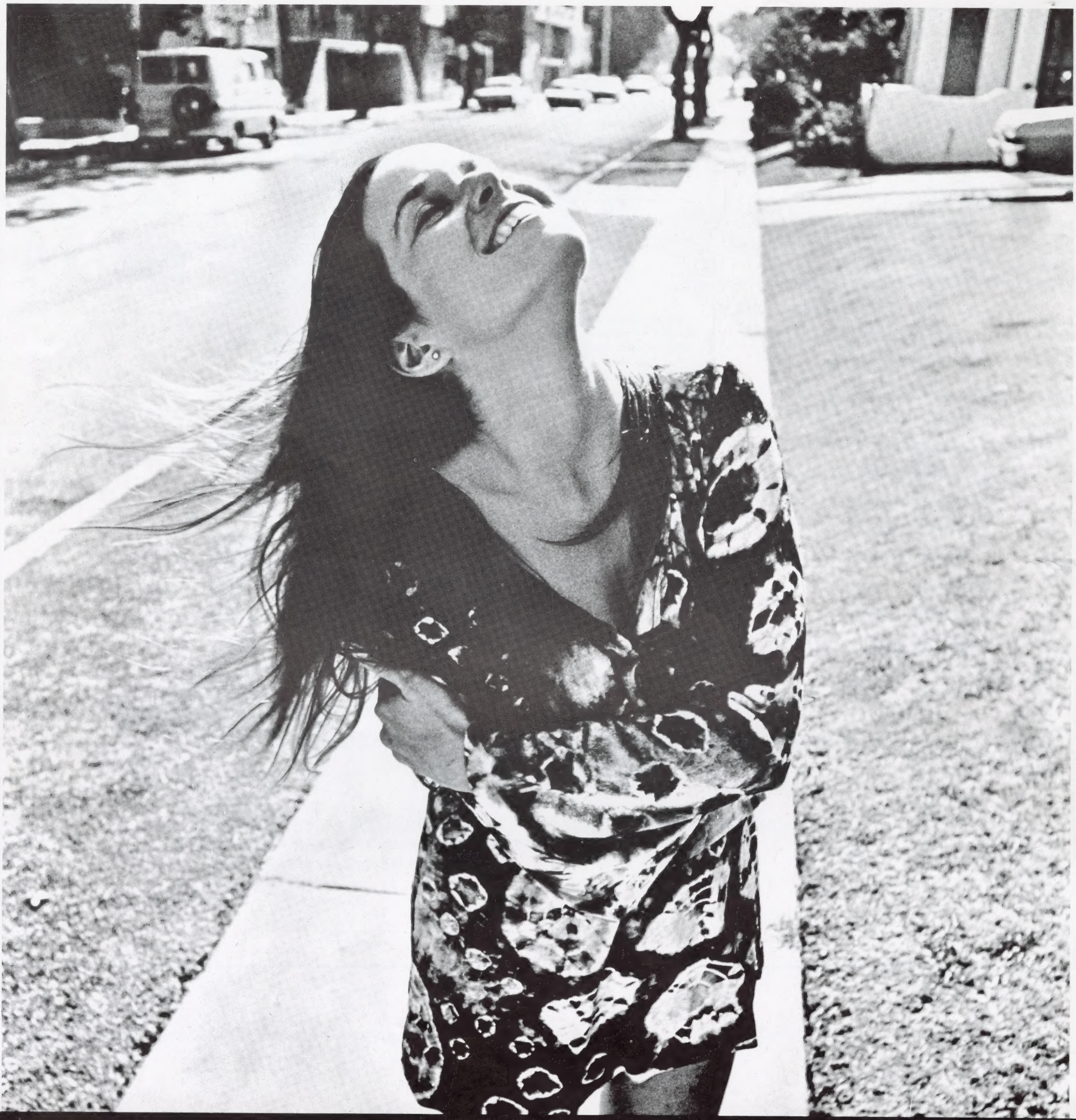
The Baby Maker

A NATIONAL GENERAL PICTURES PRESENTATION
TECHNICOLOR®



NATIONAL GENERAL PICTURES

PRESSBOOK

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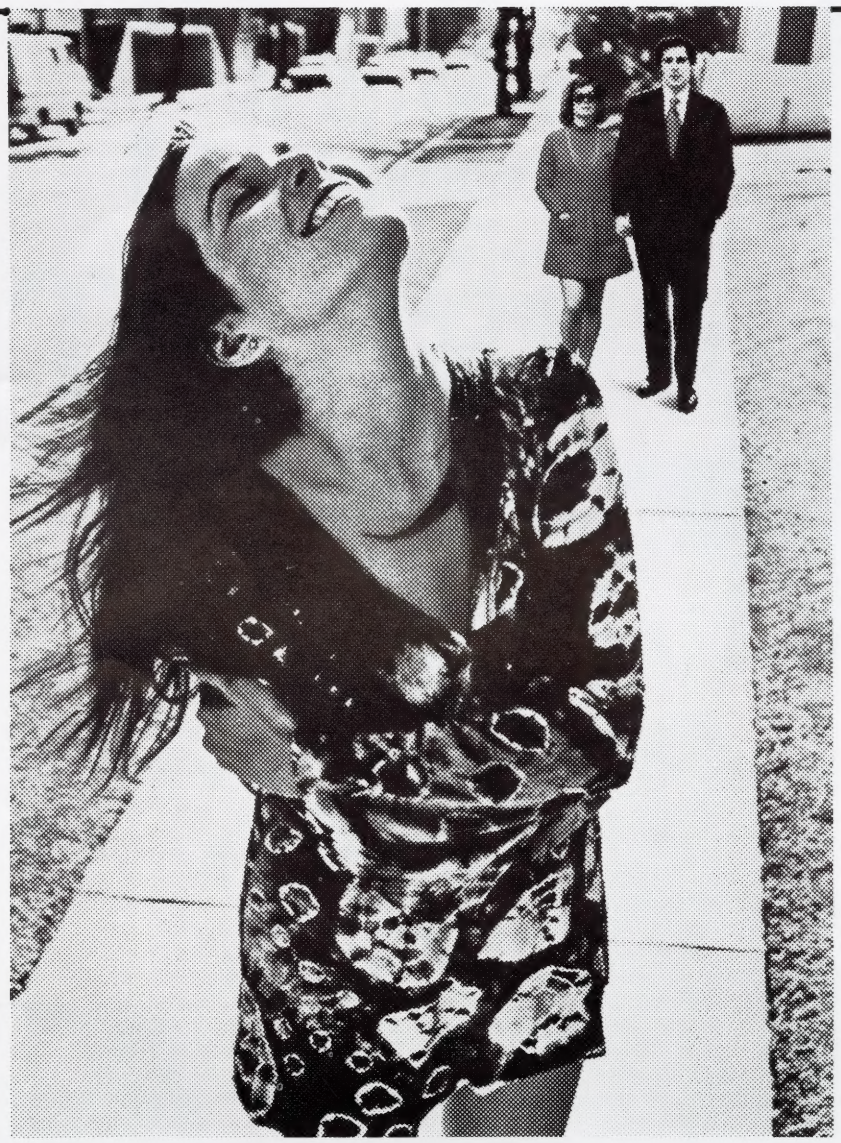
ADVERTISING

The Baby Maker



She knows the difference
between making life
and making love
because she embraces both.
THE BABY MAKER
represents an expression
of total freedom,
and to convey this attitude
with complete honesty,
the title role has been
given to Barbara Hershey,
the young actress you first
saw in Last Summer.
Her approach will
make you believe in
THE BABY MAKER,
the girl and the film.

NATIONAL GENERAL PICTURES PRESENTS A ROBERT WISE PRODUCTION

The Baby Maker

Starring

BARBARA HERSHEY COLLIN WILCOX-HORNE SAM GROOM

WRITTEN AND DIRECTED BY JAMES BRIDGES PRODUCED BY RICHARD GOLDSTONE

MUSIC BY FRED KARLIN TECHNICOLOR®

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5 col. x 112 lines - 560 lines
5 col. x 8 inches - 40 inches
Also available 4 col. x 95 lines - 380 lines - 4 col. x 7 inches - 28 inches - Ad # 408

Ad # 501

(SUNDAY BEFORE OPENING DAY AD)

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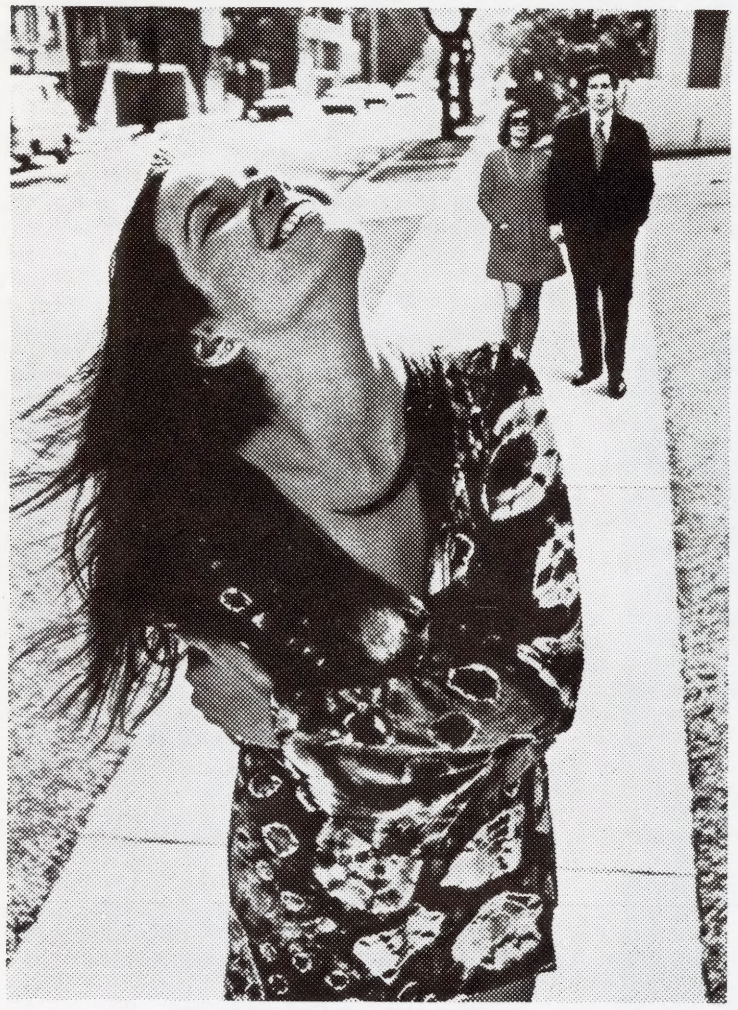
The Baby Maker



She'll live with a couple.
Share the husband.
They get a baby
that's at least half theirs.
She gets the joy
of making it.

NATIONAL GENERAL PICTURES
PRESENTS
A ROBERT WISE PRODUCTION
The Baby Maker
Starring
BARBARA HERSHEY
COLLIN WILCOX-HORNE
SAM GROOM
WRITTEN AND DIRECTED BY JAMES BRIDGES
PRODUCED BY RICHARD GOLDSTONE
MUSIC BY FRED KARLIN TECHNICOLOR®
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4 col. x 90 lines - 360 lines
4 col. x 6 1/2 inches- 26 inches

The beauty
of creating life.
The freedom
to give it away...
The Baby Maker

NATIONAL GENERAL PICTURES
PRESENTS
A ROBERT WISE PRODUCTION
The Baby Maker
Starring
BARBARA HERSHEY
R TECHNICOLOR®

1 col. x 62 lines
1 col. x 4 1/2 inches
Ad # 103

(DAY BEFORE OPENING AD)

The Baby Maker

They get
a baby of
their own.
She gets
the joy of
making it.

NATIONAL GENERAL PICTURES PRESENTS
A ROBERT WISE PRODUCTION
The Baby Maker
Starring
BARBARA HERSHEY COLLIN WILCOX-HORNE
SAM GROOM TECHNICOLOR® R

2 col. x 52 lines - 104 lines
2 col. x 3 1/2 inches- 7 inches Ad # 204

NATIONAL
GENERAL
PICTURES
PRESENTS
A
ROBERT WISE
PRODUCTION
The Baby Maker
Starring
BARBARA HERSHEY
R TECHNICOLOR®

1 col. x 28 lines
1 col. x 2 inches
Ad # 102

The beauty of creating life.
The freedom to give it away.
NATIONAL GENERAL PICTURES PRESENTS
A ROBERT WISE PRODUCTION
The Baby Maker
R TECHNICOLOR®

2 col. x 15 lines - 30 lines
2 col. x 1 inch - 2 inches Ad # 201

Ad # 401

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The beauty of creating life. The freedom to give it away... The Baby Maker

(OPENING DAY AD)

NATIONAL GENERAL PICTURES PRESENTS A ROBERT WISE PRODUCTION

The Baby Maker

Starring

BARBARA HERSHEY COLLIN WILCOX-HORNE SAM GROOM

WRITTEN AND DIRECTED BY JAMES BRIDGES PRODUCED BY RICHARD GOLDSTONE

MUSIC BY FRED KARLIN TECHNICOLOR®

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3 col. x 168 lines - 504 lines
3 col. x 12 inches -36 inches Ad # 301

Also available 2 col. x 150 lines- 300 lines - 2 col. x 11 inches - 22 inches Ad # 207

The Baby Maker

They get a baby of their own.
She gets the joy of making it.

NATIONAL GENERAL PICTURES PRESENTS
A ROBERT WISE PRODUCTION
The Baby Maker
Starring
BARBARA HERSHEY
COLLIN WILCOX-HORNE SAM GROOM
WRITTEN AND DIRECTED BY JAMES BRIDGES PRODUCED BY RICHARD GOLDSTONE
R RESTRICTED Under 17 requires accompanying Parent or Adult Guardian MUSIC BY FRED KARLIN TECHNICOLOR®

2 col. x 100 lines- 200 lines
2 col. x 7 inches - 14 inches Ad # 210

The beauty of creating life. The freedom to give it away... The Baby Maker

NATIONAL GENERAL PICTURES
PRESENTS
A ROBERT WISE PRODUCTION
The Baby Maker
Starring
BARBARA HERSHEY
COLLIN WILCOX-HORNE
SAM GROOM
WRITTEN AND DIRECTED BY JAMES BRIDGES
PRODUCED BY RICHARD GOLDSTONE
MUSIC BY FRED KARLIN
TECHNICOLOR®
R

2 col. x 75 lines - 150 lines
2 col. x 5 1/2 inches - 11 inches Ad # 209

NATIONAL GENERAL PICTURES
PRESENTS
A ROBERT WISE PRODUCTION
The Baby Maker
R TECHNICOLOR®

1 col. x 14 lines
1 col. x 1 inch
ad # 101

The beauty of creating life. The freedom to give it away. The Baby Maker

NATIONAL GENERAL PICTURES
PRESENTS
A ROBERT WISE PRODUCTION
The Baby Maker
Starring
BARBARA HERSHEY
COLLIN WILCOX-HORNE
SAM GROOM
WRITTEN AND DIRECTED BY JAMES BRIDGES
PRODUCED BY RICHARD GOLDSTONE
MUSIC BY FRED KARLIN TECHNICOLOR®
R

2 col. x 50 lines - 100 lines Ad # 206
2 col. x 3 5/8 inches - 7 1/4 inches

The beauty of creating life.
The freedom to give it away.

NATIONAL GENERAL PICTURES
PRESENTS
A ROBERT WISE PRODUCTION
The Baby Maker
Starring
BARBARA HERSHEY
R TECHNICOLOR®

2 col. x 28 lines - 56 lines
2 col. x 2 inches - 4 inches AD# 205

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SPECIAL COMPOSITE MAT · Basic Needs for a Campaign, All on One Mat

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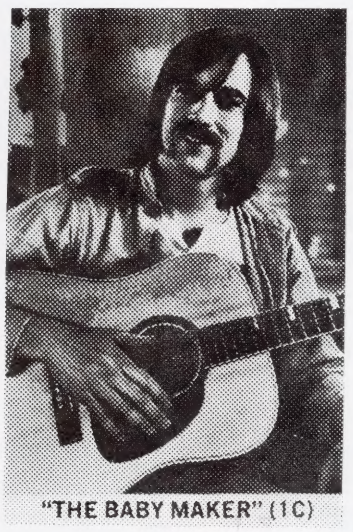
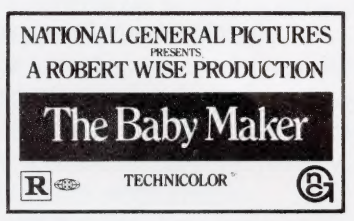
2 col. x 2 inches - 4 inches Ad # 205


"THE BABY MAKER" (1C)



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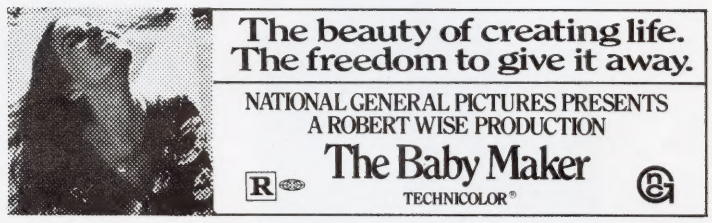
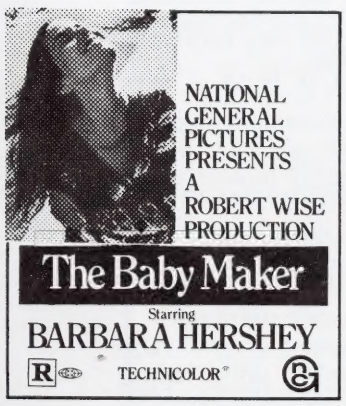
"THE BABY MAKER" (1A)

"THE BABY MAKER" (2A)

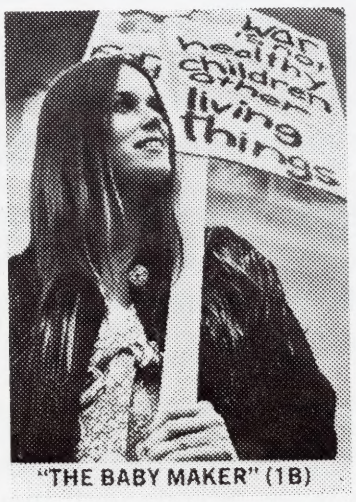


2 col. x 15 lines - 30 lines
2 col. x 1 inch - 2 inches Ad # 201

1 col. x 62 lines
1 col. x 4 1/2 inches
Ad # 103



1 col. x 28 lines
1 col. x 2 inches
Ad # 102



"THE BABY MAKER" (1B)

2 col. x 75 lines - 150 lines Ad # 209
2 col. x 5 1/2 inches - 11 inches

SPECIAL MAT NO. 1 ORDER BY TITLE AND NUMBER FROM NATIONAL SCREEN SERVICE
INDIVIDUAL MATS PICTURED ABOVE MAY BE ORDERED SINGLY (By number indicated) AT THE REGULAR PRICE

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"THE BABY MAKER"

CAST

Tish Gray ..... BARBARA HERSHEY
Suzanne Wilcox ..... COLLIN WILCOX-HORNE
Jay Wilcox ..... SAM GROOM
Tad Jacks ..... SCOTT GLENN
Charlotte ..... JEANNIE BERLIN
Mrs. Culnick ..... LILI VALENTY
Wanda ..... HELENA KALLIANIOTES
Dexter ..... JEFF SIGGINS
Tish's Mother ..... PHYLLIS COATS
Tish's Grandmother ..... MADGE KENNEDY
Toy Store "Killer" ..... RAY HEMPHILL
Sam ..... PAUL LINKE

and introducing

The Single Wing Turquoise Bird — JONATHAN GREEN
Light Show ..... MICHAEL SCROGGINS
SAMUEL FRANCIS
ALLEN KEESLING
CHARLES LIPPINCOTT
PETER MAYS
JEFFREY PERKINS

CREDITS

Producer ..... RICHARD GOLDSTONE
Director ..... JAMES BRIDGES
Screenplay by ..... JAMES BRIDGES
Music by ..... FRED KARLIN
Cinematographer ..... CHARLES ROSHER, JR.
Film Editor ..... WALTER THOMPSON
Art Director ..... MORT RABINOWITZ
Sound ..... LARRY JOST
Unit Production Manager ..... HERB WILLIS
Assistant Directors ..... HOWARD W. KOCH, JR.
JOSEPH M. ELLIS
Dialogue Coach ..... GEOFFREY HORNE
Script Supervisor ..... MICHAEL PREECE
Camera Operator ..... ROBERT BYRNE
Set Decorator ..... RAYMOND PAUL
Property Master ..... TED COOPER
Makeup Artist ..... WESLEY DAWN
Hair Stylist ..... MARYCE J. BATES
Ladies' Costumer ..... JEAN MERRICK
Men's Costumer ..... ROBERT B. RICHARDS
Gaffer ..... PATRICK R. BLYMER
Key Grip ..... LAWRENCE E. MILTON

SONGS:

"People Come, People Go"
"Lotus Baby"
"Rant'n Mantra Blues"
"What Do Ya' Do?"
Music by Fred Karlin
Lyrics by Tylwyth Kymry

"She's A Fine Looking Lady"
Music and lyrics by Diana Gibson

A Robert Wise Production
TECHNICOLOR®

A NATIONAL GENERAL PICTURES RELEASE
Running Time: 109 Minutes

SYNOPSIS

Flower-lovely Tish Gray (BARBARA HERSHEY) leaves a care-free love affair with Tad Jacks (SCOTT GLENN) behind when she moves out of their Venice, California beach pad and into the luxurious Beverly Hills home of Suzanne and Jay Wilcox (COLLIN WILCOX-HORNE and SAM GROOM). Tish is uniquely bound to the affluent young couple since, at Suzanne's instigation, she has deliberately become pregnant with Jay's child.

The curious arrangement means money to help Tad and Tish's mother, and it also provides Tish with the thrill of expectant motherhood without future responsibility. For the Wilcoxes, it means having a baby which Suzanne can't deliver herself, but which will at least be Jay's own child instead of an adopted one.

The conception happened according to plan in a mountain cabin — the very one used by the Wilcoxes once as a honeymoon hideaway. Awkward at first, both Tish and Jay eventually rejoiced in the experience.

As Tish's pregnancy progresses, the emotional and physical values and needs of these four extremely likeable people change. Each sees and touches a different and strangely attractive new way of life.

Tad's immature ego can't take the strain, and when his energetic and happy-go-lucky way of life with Tish is curtailed, he finds a new playmate.

Suzanne soon senses the growing attachment and dependency which Tish has developed toward Jay. She fears it and over-reacts. The atmosphere at the Wilcox home becomes strained and tense.

As the date for Tish's lying-in draws closer Suzanne and Jay join her in studying and practicing the LaMaze method of motherhood preparation and it is as if Suzanne, herself, is going to have the child.

Jay is directly in the middle between Suzanne's growing uncertainty and Tish's dependency. Gently, carefully, he tells Tish that he loves Suzanne with all his heart.

In the delivery room, Jay and Suzanne stand at Tish's head, working with her to ease her rigors of delivery. The moment of birth is a wonderous experience for Tish. A beautiful boy is born.

The time comes for a controlled, apparently emotionless Tish to turn her baby over to the Wilcoxes. As they leave, she watches intently until they are out of sight. Then she turns her face up to the sun.

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PUBLICITY

(Opening Announcement)

"THE BABY MAKER" OPENS LOCALLY

"The Baby Maker," National General Pictures' unusual new contemporary drama, starring Barbara Hershey in the title role, will begin its local engagement on ..... at the ..... Theatre.

A Robert Wise Production, "The Baby Maker" also stars Collin Wilcox-Horne, Sam Groom, and co-stars Scott Glenn. Produced in Technicolor by Richard Goldstone, the new film was written and directed by James Bridges. The music is by Fred Karlin.

"The Baby Maker" relates the unique story of an unusual relationship between a free-living young California girl, portrayed by Miss Hershey; her boy friend, Scott Glenn; and a sophisticated married couple, played by Collin Wilcox-Horne and Sam Groom.

"THE BABY MAKER" (2A)

Barbara Hershey and Scott Glenn frolic in the rain on the Santa Monica pier in a scene from "The Baby Maker," a Robert Wise Production in Technicolor for National General Pictures, written and directed by James Bridges. Richard Goldstone produced the contemporary drama of modern-day young people which also stars Collin Wilcox-Horne and Sam Groom.
Still No. BM(R463)-11

SIGNS OF THE TIMES

Whatever else may be said of hippies, they must be complimented for promoting traffic safety in a key scene of the recently-completed movie, "The Baby Maker," a Robert Wise Production in Technicolor for National General Pictures release, which opens ..... at the ..... Theatre.

When a major sequence in the new contemporary drama was filmed on location near the top of rural Topanga Canyon, a Los Angeles suburb, the movie's cast and crew were surprised to see attractive, cleverly-worded, homemade signs lining narrow roads which cautioned drivers to proceed with care.

Inquiring, the film's producer, Richard Goldstone, learned they had been designed and erected by members of hippie families who make up the bulk of the area's population.

In honor of their efforts, and because the signs lent a unique touch to his movie, Goldstone filmed a roadside scene in front of several, including a closeup of one sign which read:

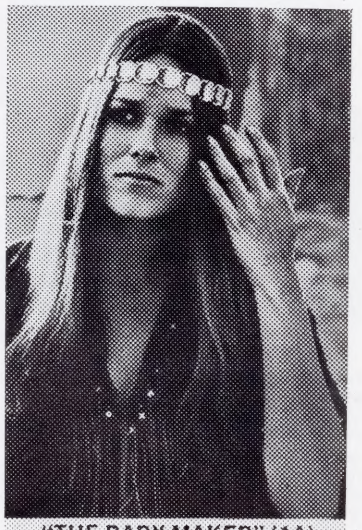
"Cool It Man, 38 Children And 18 Dogs Live Here!"

FLOWER-CHILD ROLE IN "THE BABY MAKER" IS NATURAL ONE FOR BARBARA HERSHEY

Her name is Barbara Hershey, she's an actress and her Social Security number is such-and-such.

That's the extent of personal information journalists have been able to pry from a very talented young woman who is now in the process of becoming an extremely important movie star. And, considering her passion for absolute privacy, she might even be giving a phony Social Security number.

There's nothing else, however, that could be fake about Barbara, who in appearance, demeanor and by her actions in public, clearly indicates her acute dislike with the plastic way of life.



"THE BABY MAKER" (1A)

Barbara Hershey stars in "The Baby Maker," a Robert Wise Production in Technicolor for National General Pictures, written and directed by James Bridges. Richard Goldstone produced the contemporary drama of modern-day young people which co-stars Collin Wilcox-Horne, Sam Groom and Scott Glenn.
Still No. BM(2-32A)-7

Barbara is now a bona fide leading lady, playing major roles, after having served her apprenticeship with smaller parts in such films as "Gidget," "With Six You Get Eggroll" and "Heaven With a Gun." Very recently, she scored a personal triumph in "Last Summer," in which she played a peculiar, love-starved young girl who hurt other people without knowing why. She's also headlining two other pictures: "The Pursuit of Happiness" and "The Liberation of Lord Byron Jones."

In her latest picture, sloe-eyed, soft-spoken Barbara plays the leading feminine role in "The Baby Maker," a Robert Wise Production in Technicolor for National General Pictures release, which was produced by Richard Goldstone and directed by James Bridges, from his own screenplay. She considers this assignment the most important event of her career to date.

The new film opens ..... at the ..... Theatre.

In "The Baby Maker," Barbara is the key angle of a unique, fascinating triangle also involving a sophisticated young husband and wife.

Bridges and Goldstone took their time choosing a leading actress for their film, first going all the way around the mulberry bush by auditioning over 60 unknown actresses during a three-month period last year.

"It had to be done to crystalize our thinking," says the youthful Bridges, who makes his debut as a motion picture director with "The Baby Maker." "We knew what we wanted. When Barbara, who learned from friends about our movie, just showed up at our offices on her own, we then knew who we wanted."

True to her generation, Barbara is a shining example of today's flower-child. She has long, brown tresses down to her waist, wears no makeup, dresses mainly in leather garments or blue jeans, seldom wears shoes, lives away from her family in a funny tree house in the Hollywood Hills and is frustratingly but politely uncommunicative with anyone she suspects of being a member of "The Establishment."

Barbara also reflects the interest young people are expressing in natural human events. In "The Baby Maker," she's depicted as being pregnant through most of the film, with particular emphasis on a natural way of life to the extent that she's surprised herself by her reactions to the make-believe baby she's allegedly carrying.

"I was very uptight about it at first," she says. "I didn't want people to even make a reference to the pads I wore to appear pregnant. I felt very protective. Strange, I guess that's an instinctive thing with women."

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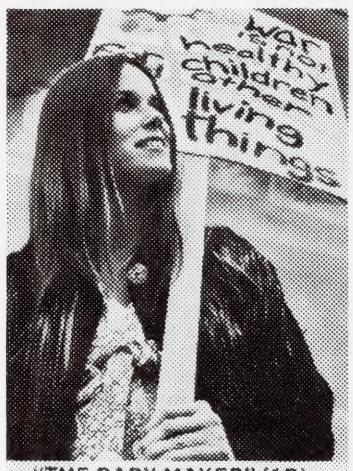
MOTHER-TO-BE ROLE IN "THE BABY MAKER" A CHALLENGE TO UNMARRIED STAR

Bachelor girl Barbara Hershey, who plays the title role in "The Baby Maker," threw herself so completely into the part of an expectant mother that she complained about morning sickness.

The beautiful and talented young actress was tabbed for the role of Tish, a flower-child who allows herself to become pregnant under delightfully unique circumstances, by James Bridges, author of the screenplay and director of the movie, a Robert Wise Production in Technicolor for National General Pictures release. The film opens ..... at the ..... Theatre.



"THE BABY MAKER" (1B)

Barbara Hershey stars in "The Baby Maker," a Robert Wise Production in Technicolor for National General Pictures, written and directed by James Bridges. Richard Goldstone produced the contemporary drama about modern-day young people which co-stars Collin Wilcox-Horne, Sam Groom and Scott Glenn.

Still No. BM(R1205)-12

Before he signed her, Bridges cautioned Barbara that he expected to direct an actress who identified so much with her screen character that she would actually believe she was pregnant.

"Barbara understood the rules," says Bridges. "She insisted that everyone on the set and all her friends in private life treat her as a mother-to-be. She discussed every detail of pregnancy with each mother she met. She brought books on the subject to the studio and read them between scenes. She now knows more about becoming a mother than some women who have actually gone through the experience."

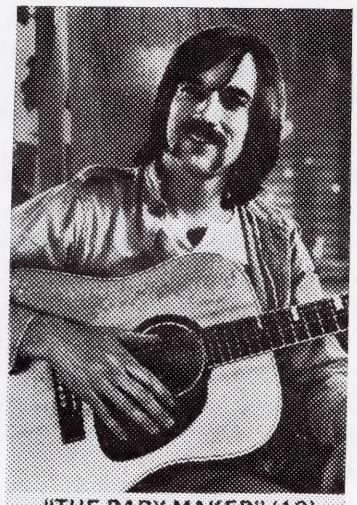
Miss Hershey read through six books on the subject of pregnancy during the making of the movie. Always on hand either in her dressing-room or by her chair on the set were: "Awake and Aware," by Irwin Chabon, M.D.; "Becoming A Mother," by Theodore R. Seidman, M.D. and Marvin H. Albert; "Six Practical Lessons For An Easier Childbirth," by Elisabeth Bing, R.P.T.; "Childbirth With Confidence," by Dr. Pierre Vellay; "The First Nine Months Of Life," by Geraldine Lux Flanagan and "Thank You, Dr. LaMaze," by Marjorie Karmel.

NEWCOMER HAS KEY ROLE IN "THE BABY MAKER"

Scott Glenn is co-starred in the role of "Tad Jacks," Barbara Hershey's far-out boy friend in "The Baby Maker," National General Pictures' release in Technicolor opening at the ..... Theatre on ..... In the role, his already disordered life is thrown into further turmoil by his involvement in her unique plans. Also co-starred are Collin Wilcox-Horne and Sam Groom.

Scott studied acting in New York and joined a stock company at Corning after turning in a masterful audition for "Oh, Dad, Poor Dad." He picked up a number of small jobs on television and then was selected to replace Ben Piazza in "The Zoo Story." A good role in "The Impossible Years" on Broadway followed, then roles in "Fortune In Men's Eyes" and "Collision Course" where, as with Sam Groom, he was spotted by James Bridges.

Glenn appeared in guest shots on such television shows as "The Hawk," "N.Y.P.D." and the soap opera "The Edge of Night," in which he labored for 39 weeks of live shows. He also has one underground movie to his credit, a role in "You Gotta Walk It Like You Talk It or You'll Lose That Beat."



"THE BABY MAKER" (1C)

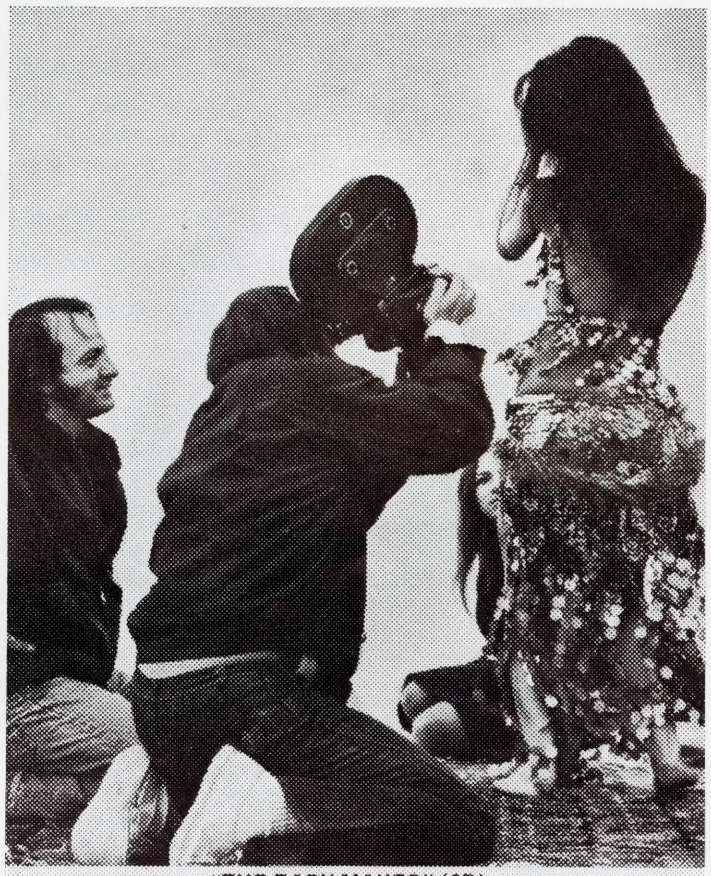
Scott Glenn co-stars in "The Baby Maker," a Robert Wise Production in Technicolor for National General Pictures, written and directed by James Bridges and starring Barbara Hershey. Richard Goldstone produced the contemporary drama about modern-day young people which also co-stars Collin Wilcox-Horne and Sam Groom.

Still No. BM(R29)-13

SMALL DETAILS ARE KEY TO CHARACTERIZATION, SAYS DIRECTOR OF "THE BABY MAKER"

Although it's only a matter of small detail, the creativity gap between a motion picture director and a businessman is a yawning chasm, according to a candid film director.

"On the surface we're both really just detail men," says youthful James Bridges, writer of plays and motion picture scripts, actor, director for stage and television, and now a theatrical film director making his debut as such on "The Baby Maker," a Robert Wise Production in Technicolor, released by National General Pictures. The unique contemporary drama opens ..... at the ..... Theatre.



"THE BABY MAKER" (2B)

Writer-director James Bridges (left) directs his cameraman and an extra in a scene from the contemporary drama, "The Baby Maker," released in Technicolor by National General Pictures. The Robert Wise Production stars Barbara Hershey.

Still No. BM-R283

"The main difference between my work and an accountant's, for instance, is that all the details he needs to arrive at a factual conclusion are right at his fingertips—available to arrange in order. I must create my own," he says.

"My movie will be judged mainly because of the various little details I must invent—pull out of thin air—and then use as construction blocks to build a character or situation."

Along with directing "The Baby Maker," Bridges wrote its original story and screenplay. It's a contemporary drama of manners, starring Barbara Hershey, Collin Wilcox-Horne, Sam Groom and Scott Glenn, in which four people experience emotional difficulties as a result of a unique situation in which they deliberately place themselves.

Together with the movie's producer, Richard Goldstone, Bridges became involved in every phase of production. He cast the characters down to the smallest roles, worked with the art director on set design and construction, helped select every item of wardrobe, handled properties used by the actors and locations for outdoor filming.

The director put at least the same amount of painstaking details into the 35 speaking roles in "The Baby Maker," and he didn't confine his work only to characters who an audience can see on the screen. Coaching Mimi Doyle, who was engaged just to be a voice over the telephone, Bridges asked the actress to dress in light clothing while reading the lines, even though the sound stage might be a bit chilly.

"You're supposed to be phoning California from back East," he said. "It's cold back there at this time of the year and I want you to sound like it is."

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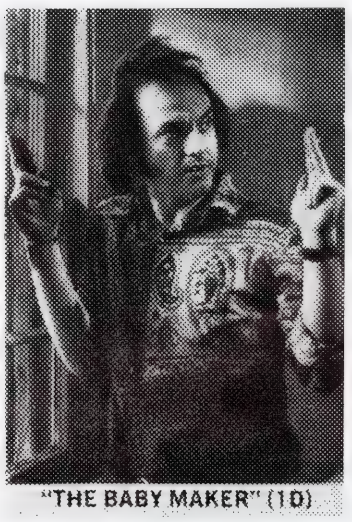
WRITER-DIRECTOR OF "THE BABY MAKER" LEAVES PRODUCING TO EXPERIENCED PRODUCERS

"Happiness for a writer just could be to put himself in the hands of an experienced movie producer who'll agree to let him direct his own story—but who'll watch like a hawk all the while he's doing it."

So says brand new movie director James Bridges, who did just that with his original screenplay "The Baby Maker" and who happily directed it for the screen with veteran producer Richard Goldstone standing close by. The unique contemporary drama in Technicolor opens ..... at the ..... Theatre.



"THE BABY MAKER" (1D)

Writer-director James Bridges discusses a forthcoming scene to be filmed for the contemporary drama, "The Baby Maker," released in Technicolor by National General Pictures. The Robert Wise Production stars Barbara Hershey.
Still No. BM-R-118

Bridges insisted on directing when Goldstone and Robert Wise first became interested in his story which they wanted to produce in connection with National General Productions. Courageously, they gave Bridges his big chance.

"Breathing life into what I conceived on paper is the most heady experience I've ever had," enthused Bridges, while filming recently on location at Venice, California. "I've done it on the stage with my own plays, but never on the screen until now. It's the ultimate for a writer."

Goldstone also gave Bridges a chance to handpick his cast and to oversee such essentials as costumes, sets, location areas and photography, items always held aside from a debuting director.

Illustrating how valuable it is for a writer to direct his own work, Bridges pointed to a house being used as a set in Malibu, California.

"It's exactly as described in my screenplay," he stated. "Why? Because I knew the house before I wrote the story. When it came time to film, we went to the owner, actor Adam West, and made a deal to use it."

To cast "The Baby Maker," Bridges and Goldstone journeyed to New York to audition radio, television and stage actors there who had worked with Bridges in his off-Broadway plays.

"I had some of them in mind when I wrote the story," he declared. "Collin Wilcox-Horne, who plays a young, sophisticated matron out to acquire a baby under mind-blowing circumstances, was in my story as the character, Suzanne Wilcox. I had even used her name.

"We worked together in summer stock and in New York," said Bridges. "She's a chic, intelligent young woman. I thought of her when I wrote 'The Baby Maker.' Then, in New York, Dick and I signed her up."

Bridges confesses that Barbara Hershey, who plays the title role, was not his original idea for the leading lady at all.

"After auditioning over 50 girls and testing a dozen, I was lost," he recalls. "I knew what I wanted but not who.

"Here's where an expert producer comes in handy. Dick Goldstone had quietly let me go my own way with all the auditions and tests and then called Barbara's agent. When she walked into the office and smiled, I knew she was the right girl."

Bridges hopes the tandem writer-director credit will continue into a full-blown career.

"If 'The Baby Maker' is successful, I'll be encouraged to write—so that I can direct," he laughed. "But, I'll continue to leave producing up to experts in the field."

FAMOUS FILM MAKER BEHIND "THE BABY MAKER"

ROBERT WISE
Still No. RW-1

Robert Wise, whose "The Sound of Music" became the biggest money-maker in film history, has most recently exercised his film-making talents as executive producer of "The Baby Maker," a unique contemporary drama which is being released in Technicolor by National General Pictures.

Starring Barbara Hershey in the title role, this new Robert Wise Production relates the dramatic story of an unusual relationship between a free-living California girl and a sophisticated young married couple. It opens ..... at the ..... Theatre.

Wise won the Irving G. Thalberg Award as well as a pair of Oscars for "The Sound of Music" and "West Side Story."

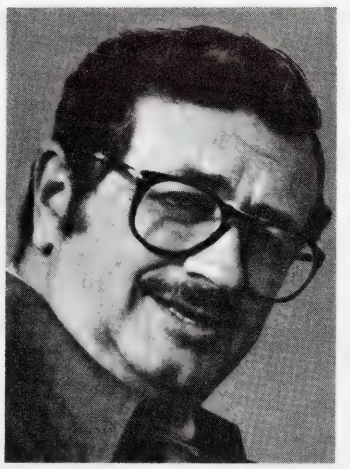
BIZARRE LIGHT-AND-SOUND SHOW FEATURED IN "THE BABY MAKER"

A West Coast group of eight young men who call themselves "The Single Wing Turquoise Bird" display what they insist is a new art form in a sequence in "The Baby Maker," a Robert Wise Production for National General Pictures release.

Starring Barbara Hershey, the unique contemporary drama in Technicolor opens ..... at the ..... Theatre.

Whether the public will be able to get the message during the few minutes that they perform in "The Baby Maker" is a matter of conjecture. The earnest young men operate ten movie projectors and slide machines, simultaneously manning dozens of home-built gadgets which hurl weird images and strange sounds through the atmosphere.

VETERAN PRODUCER RIDES HERD ON "THE BABY MAKER"



RICHARD GOLDSTONE
Still No. RG-1

For three-time Oscar winner Richard Goldstone the task of producing "The Baby Maker" represented a welcome change from his usual production routine; he didn't have to live out of a suitcase. The film was shot in and around the Los Angeles area, a luxury Goldstone hasn't enjoyed in 12 years.

A producer for three decades, Goldstone has made more than 20 feature films, many short subjects (for which he won his Academy Awards), and more than 150 television programs. He has made pictures in such widely separated countries as Kenya, Venezuela, Turkey, Tanganyika, Italy, Austria, France, the South Pacific and Mexico.

"The Baby Maker" marks his third association with director Robert Wise, whose production company is behind the picture.

The National General Pictures' release in Technicolor stars Barbara Hershey and opens at the ..... Theatre on .....

Perforated for easy removal

COLLIN WILCOX-HORNE — INSTANT MOTHER

Collin Wilcox-Horne was director James Bridges' personal choice for the role of "Suzanne Wilcox" in the National General Pictures' release "The Baby Maker" from the day he started writing his script. Indeed, Bridges allows he had the talented blonde actress and her family in mind when he first conceived the basic idea for "The Baby Maker," opening in Technicolor at the ..... Theatre on ..... Collin and her husband, actor and dialogue coach Geoffrey Horne, have worked with Bridges on the stage for several years. The director's play "Bachelor Furnished" was presented in a summer theatre operated by the actress's family in Highlands, North Carolina, with Collin in a leading role.

On the stage, Collin has received high critical praise for her roles in "The Day the Money Stopped" by Brendan Gill and Maxwell Anderson, "Look What We've Come Through" by Hugh Wheeler, "Strange Interlude" by Eugene O'Neill and "Period of Adjustment" by Tennessee Williams. She has also appeared in leading roles in literally dozens of television plays. Her first movie was "To Kill A Mockingbird" starring Gregory Peck.

"THE BABY MAKER" (1E)

Collin Wilcox-Horne co-stars in "The Baby Maker," a Robert Wise Production in Technicolor for National General Pictures, written and directed by James Bridges. Richard Goldstone produced the contemporary drama about modern-day young people which stars Barbara Hershey and co-stars Miss Wilcox-Horne, Sam Groom and Scott Glenn.

Still No. BM (R-151)-40

FAMILY TALENT WILL OUT

Jeannie Berlin is featured as "Charlotte," in "The Baby Maker," National General Pictures' release in Technicolor, opening at the ..... Theatre on .....

She plays a super-militant actionist who organizes and leads a wild demonstration against war toys. She is the daughter of famed comedienne-writer-director Elaine May. The film stars Barbara Hershey.

The 20-year-old Miss Berlin's first public appearance was on a television amateur program "Rocket to Stardom," when she was ten-years-old. From 14 to 18 she worked as head drama coach at a summer camp at Lake Brynmawr in New York.

In high school Jeannie adapted J.D. Salinger's short story "Uncle Wiggily in Connecticut," into a one act play. Then she cast herself and two girlfriends, directed and staged the play for the student body.

Jeannie played a dumb blonde in "Jimmy Paradise," an off-Broadway musical by John Wolfson, before doing her first movie "Alice's Restaurant." Directly after, she appeared in "On A Clear Day You Can See Forever," "M.A.S.H.," "Getting Straight" and a role on the stage in "Adaptation Next" at the Mark Taper Theatre in Los Angeles before being cast in "The Baby Maker."

"THE BABY MAKER" (1F)

Jeannie Berlin plays a militant anti-war picket in a scene from "The Baby Maker," a Robert Wise Production in Technicolor for National General Pictures. James Bridges wrote and directed the contemporary drama of modern-day young people which stars Barbara Hershey and co-stars Collin Wilcox-Horne, Sam Groom and Scott Glenn. Richard Goldstone produced.

Still No. BM (R-1190)-4

GROOM IS A GROOM IN "THE BABY MAKER"

Sam Groom was a direct choice of director James Bridges for the role of "Jay Wilcox," in "The Baby Maker," a National General Pictures' release in Technicolor opening at the ..... Theatre on ..... He plays a young married man who enters into a unique arrangement with a young girl of an entirely different background with full consent from his wife. The role marks his debut in motion pictures. He is co-starred with Barbara Hershey, Collin Wilcox-Horne and Scott Glenn.

In 1968 Sam appeared in eight out of a group of eleven short plays off-Broadway titled "Collision Course," during which time he met Bridges. The director and producer Goldstone traveled to New York to discuss "The Baby Maker" with Groom while the actor was working on a daytime television soap opera.

Groom's first play on Broadway was "Diplomatic Relations" in which he played a leading role with Claudette Colbert and Brian Aherne. Then came "Collision Course." Dozens of television roles, commercials, summer stock appearances and road company tours make up his fine professional background.

"THE BABY MAKER" (1G)

Sam Groom co-stars with Barbara Hershey, Collin Wilcox-Horne and Scott Glenn in the Robert Wise Production in Technicolor for National General Pictures' "The Baby Maker." The contemporary drama of modern-day young people was directed by James Bridges who also wrote the screenplay, while Richard Goldstone produced.

Still No. BM (27-35A)-1

COLUMN ITEMS

National General Pictures' contemporary drama, "The Baby Maker," should provide would-be tourists with some of Southern California's most famous background scenery. The new film is set against such key California high spots as Santa Monica, Malibu Beach, Venice, the San Fernando Valley and Big Bear Lake. Starring Barbara Hershey, "The Baby Maker," in Technicolor, will begin its local engagement next ..... at the ..... Theatre.

★

Angela Lansbury and Lee Marvin could have come in for a bit of side money during the filming of National General Pictures' "The Baby Maker." Both personalities, owning houses in Malibu, where most of the film was shot, were offered jobs as extras. The offers were declined and less glamorous extras were assigned. Starring Barbara Hershey, "The Baby Maker," in Technicolor, will begin its local engagement on ..... at the ..... Theatre.

★

Fans of Elaine May should find a very special reason for wanting to see National General Pictures' "The Baby Maker." Miss May's talented 20-year-old daughter, Jeannie Berlin, plays a key supporting role in the contemporary drama, which, starring Barbara Hershey, begins its local engagement on ..... at the ..... Theatre.

Solid proof that men's hair styles are really changing was recently provided on the set of National General Pictures' "The Baby Maker." Sam Groom, who co-stars in the new contemporary drama with Barbara Hershey, was ordered to re-style his hair because it appeared to be too "well-groomed." In Technicolor, "The Baby Maker" will open on ..... at the ..... Theatre.

★

The zodiac symbol of Aquarius is well represented in National General Pictures' new contemporary drama, "The Baby Maker." Co-stars Barbara Hershey, Collin Wilcox-Horne and director James Bridges, all born between January 21 and February 19, were feted to a special birthday party while the film was being lensed. In Technicolor, "The Baby Maker" begins its local engagement on ..... at the ..... Theatre.

★

Although few film-goers will be aware of it, an attractive metal headband Barbara Hershey wears for key scenes in National General Pictures' "The Baby Maker" was designed by the actress herself. She constructed it by simply interlocking and stringing together a few self-opening beer can lids. Starring Miss Hershey, "The Baby Maker," in Technicolor, opens this ..... at the ..... Theatre.

Perforated for easy removal

EXPLOITATION

SELLING STUNTS

Arrange for impromptu rock serenades on busy street corners with guitar players and/or singers carrying sandwich boards with credit for the playdate and theatre. If special music composed for the film is available, it should be played exclusively.

As an expansion of this stunt, the musical group might visit radio stations and TV personalities to play the selections from the film. Again credit for the playdate and theatre should not be neglected.

★

Hold a special screening for college groups, club members, publication news staffs and tape some of their comments for use later in ads or on radio.

★

Imprint greeting cards which should have copy welcoming a new arrival in town with news of the playdate and theatre. A short message from Barbara Hershey could be included urging patrons on the mailing list to come see a most unusual film.

★

See if you can work-out a baby-sitting arrangement for lucky couples so they can come see "The Baby Maker." Plug it in ads and on radio. Couples can write in stating why they would like to see the film if they had a free baby sitter or they can merely register in the lobby of the theatre and lucky ones could be selected at random.

★

A provocative contest could be organized along the lines of —My Favorite "Baby Maker" is ..... because .....

.....

The 25 words or less can be judged by local film critics with prizes and passes in order.

★

Make-up a The Baby Maker button which could be an in-thing with young people and wearers spotted around town by a special observer could get a pair of tickets to see the show.

ACCESSORIES

A complete selection of accessories has been prepared for "The Baby Maker" for use by showmen. Included are:

Six Sheets. Three Sheets. One Sheets. 14 x 36's. High Rise Standees. 40 x 60's. 30 x 40's. Trailer. 11 x 14's—8 to a set. 22 x 28's. Daglo Title Display measuring 24 x 82 for marquee hanging.

Still sets available in color and black—color for lobby and store display; b/w stills for newspaper planting. Some can use color.

Order from your nearest National Screen Service office.

★

BANNER ACCESSORIES

National Flag and Display Company has available: DeLuxe Sectional Valences—These are made of glowing satin with shimmering letters and flowing fringes. Ten feet is the minimum size.

Three Piece Streamers, Usher's Badges.

9 x 12 Wall Banners either single or double-faced with copy reading correctly on both sides.

For prices and delivery, check your nearest National Screen Service office.

BUSINESS BOOSTERS

RADIO INTERVIEWS

The fun and excitement behind the making of "The Baby Maker" has been captured in informative interviews for radio by well-known radio personality Fred Robbins. He talks to star Barbara Hershey for 8 minutes, 10 seconds getting her reaction to the unusual role. He also discusses the film and story with director-writer James Bridges for 8 minutes.

Broadcaster Dick Strout whose "Celebrity Profiles" program is on the air in all of the "top Fifty" cities and on close to 850 stations nationally, has distributed the recordings.

If the talk sessions have been broadcast locally, arrange for their rebroadcasting with your playdate receiving credit. If your area has not been covered, local stations should certainly be interested.

The free record may be ordered from: Exploitation Department, National General Pictures, 600 Madison Avenue, New York, N.Y. 10022.

★

THEATRE TRAILER HELPS SELL PICTURE

One of the most valuable selling aids to help put "The Baby Maker" across is the theatre trailer. The interesting footage has been specially selected to whet the appetites of all manner of audiences and it should be used well in advance of the playdate.

Contact your local National Screen Service office for your trailer.

★

FREE RADIO SPOTS TO STIMULATE TICKET SALES

The radio spots on behalf of "The Baby Maker" have been put together with care and imagination to create a want-to-see follow-through for all types of audiences who are on the look-out for original and interesting entertainment.

For copies write: Advertising Department, National General Pictures, 600 Madison Avenue, New York, N.Y. 10022.

★

FREE TV SPOTS PART OF CAMPAIGN TO ATTRACT AUDIENCE

An attractive sampling has been put together to arouse audience interest in the short selling times of 30 and 20 second lengths.

Order your free set of TV spots from: Advertising Department, National General Pictures, 600 Madison Avenue, New York, N.Y. 10022.

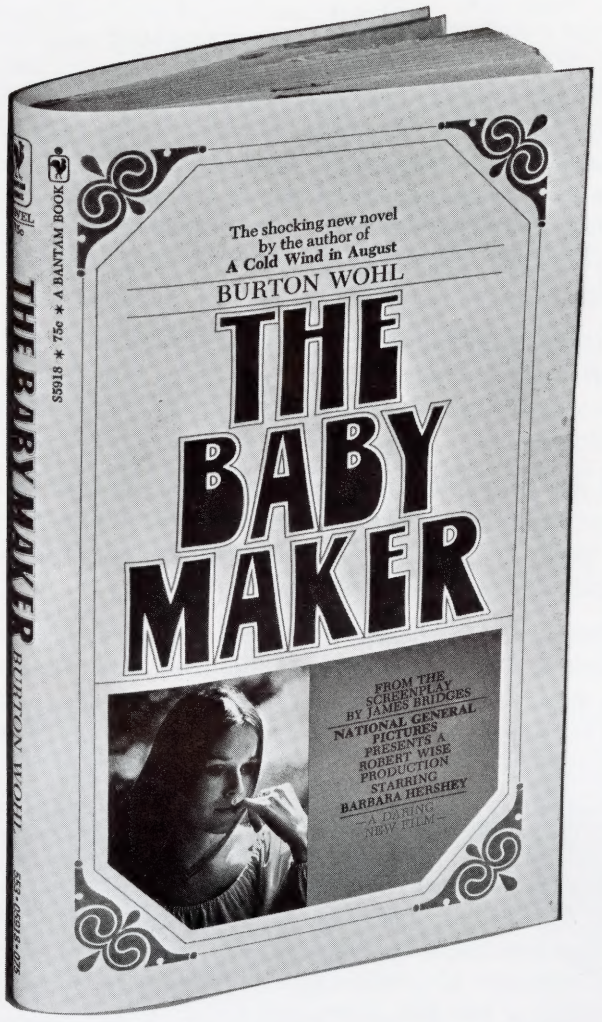
★

TELOPS AVAILABLE

Telops on "The Baby Maker" in color suitable for overlay of date and theatre are available from: Advertising Department, National General Pictures, 600 Madison Avenue, New York, N.Y. 10022.

Perforated for easy removal

BANTAM BOOKS TO DISTRIBUTE NOVEL BASED ON "THE BABY MAKER"


The shocking new novel
by the author of
A Cold Wind in August
BURTON WOHL
THE BABY MAKER
FROM THE SCREENPLAY BY JAMES BRIDGES
NATIONAL GENERAL PICTURES PRESENTS A ROBERT WISE PRODUCTION
STARRING
BARBARA HERSHEY
A DARING NEW FILM
S5916 ★★ 75¢ ★ A BANTAM BOOK
THE BABY MAKER BURTON WOHL

Bantam Books will publish and distribute a paperback novel based on the forthcoming National General Pictures' release "The Baby Maker" starring Barbara Hershey, who is featured on the cover. The book will be released as the film is making its bow in the nation's theatres.

Bantam is arranging to distribute the book through over 100,000 retail outlets in 3,000 major locations across the country with special concentration and cooperation scheduled in those areas where the picture will open. Bantam representatives will be standing-by waiting to work closely with theatremen. A list of the representatives, their phone numbers and their addresses follows. Showmen are urged to contact them as soon as their dates are set.

The possibility of selling the book in lobbies as an extra profit item should also be considered and, in this case, the local independent magazine distributor should be contacted.

TOP TUNESMITH DOES HIS THING FOR "THE BABY MAKER"

Composer Fred Karlin, who was nominated for an Academy Award earlier this year, wrote the music for "The Baby Maker," the National General Pictures' release in Technicolor starring Barbara Hershey.

Karlin received his Oscar nomination for his song "Come Saturday Morning" from the hit film, "The Sterile Cuckoo." He also has written music for National General's "The Stalking Moon" and for "Up The Down Staircase." "The Baby Maker" opens at the ..... Theatre on .....

(A special campaign featuring records and the Karlin music is presently in the works.)

LIST OF BANTAM BOOK REPRESENTATIVES

ALABAMA

George Bales
P.O. Box 9808
Birmingham, Alabama 35215
Tel: (205) 853-8231

CALIFORNIA

Jim Jackson, Jr.
P.O. Box 8476
San Francisco, Calif. 94128

John V. Paul
1231 Lawrence Exp. 141
Sunnyvale, Calif. 94086
Tel: (408) 734-2596

Brent Conard
P.O. Box 4634
N. Hollywood, Calif. 91607

Art Weaver
3919 Ramsdell
La Crescenta, Calif. 91014
Tel: (213) 249-9746

COLORADO

John P. Federspiel
11021 Pearl Way
Denver, Colorado 80233
Tel: (303) 466-0232

CONNECTICUT

Donald Munyan
18 River Street
New Canaan, Conn. 06840
Tel: (203) 966-2784

FLORIDA

George Boyce
Box 3301
Orlando, Fla. 32802
Tel: (305) 671-5198

GEORGIA

John Gordon
2468 Baxter Road S.W.
Atlanta, Ga. 30315
Tel: (404) 761-4958

ILLINOIS

Joseph Kovach
525 Gordon Avenue
Calumet City, Ill. 60409
Tel: (312) 862-4926

Bob Smith
333 No. Kaspar Ave., Apt. 6-A
Arlington Heights, Ill. 60005
Tel: (312) 392-5165

INDIANA

Joe Wortman
6745 McFarland Road
Indianapolis, Indiana 46227
Tel: (317) 783-9015

IOWA

Orren Scholfield
2301 Locust
West Des Moines, Iowa 50265
Tel: (515) 277-3419

KANSAS

Lowell Foster
P.O. Box 351
5316 W. 50th Street
Shawnee Mission, Kansas 66201
Tel: (913) 262-0992

LOUISIANA

Arthur J. Thompson
121 Marche Blvd.
Slidell, La. 70458
Tel: (504) 643-7425

MAINE

Vincent J. Bass
Oceanside Drive
Saco, Maine 04072
Tel: (207) 934-2008

MARYLAND

Bill McDaniel
6327 Landover Road, Apt. T2
Cheverly, Md. 20785
Tel: (301) 772-0158

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65 Chesterfield Avenue
Springfield, Mass. 01118
Tel: (413) 783-5232

James Reddam
P.O. Box #E
Dorchester, Mass. 02122

Don Stone
12 Sheridan Road
Wilmington, Mass. 01887
Tel: (617) 658-6390

MICHIGAN

Edwin Houghton
9106 Patton Avenue
Detroit, Michigan 48028
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Al Lukeman
Rt. #2 Gull Lake
Richland, Mich. 49033
Tel: (312) 327-1111

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29218 Boston Blvd.
St. Clair Shores, Mich. 48081
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Florissant, Mo. 63033
Tel: (314) 741-4254

Albert Louton
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St. Louis, Mo. 63128
Tel: (314) 892-4233

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Parisippany, N. J. 07054
Tel: (201) 887-8898

Frank DeSales
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Newark, N.J. 07106
Tel: (201) 371-5756

Raymond Schack
River Heights Apts.
14 York Drive, Apt. 5B
Edison, N.J. 08817
Tel: (201) 545-0925

NEW YORK

Jack M. Sherby
94-05 40th Drive
Elmhurst, N.Y. 11373
Tel: (212) 457-7169

Mark Thomas
123 Prospect Street
Ithaca, N.Y. 14850
Tel: (607) 272-8643

John Ziccardi
54-40 69th Lane
Maspeth, N.Y. 11378
Tel: (516) 429-4559

William Iacono
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Delmar, N.Y. 12054
Tel: (518) 439-2904

Al Mandel
504 Beach 64 St.
Arverne, Queens, N.Y. 11692
Tel: (212) 634-7051

Donald B. Hayes
1005 Esplanade St.
Bronx, N.Y. 10461
Tel: (212) 823-9131

John Prentice
23 Continental Drive
Port Jefferson Station, N.Y. 11778
Tel: (516) 473-4859

NORTH CAROLINA

John Helderman
Route 3, Dulin Road
Mocksville, N.C. 27028
Tel: (919) 998-8307

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James Scanlon
1389 W. Galbriath—Apt. 3
Cincinnati, Ohio 45321
Tel: (513) 522-4794

OKLAHOMA

Wm. Fitzgerald
4230 N.W. 47th St.
Oklahoma City, Okla. 73112
Tel: (405) 943-5091

PENNSYLVANIA

Harvey Goodman
7805 Gilbert Street
Philadelphia, Pa. 19150
Tel: (215) 549-3589

James Snyder
RD-2
Coopersburg, Pa. 18036
Tel: (215) 967-4265

Stephen Cuprik
171 Link Avenue
Pittsburgh, Pa. 15237
Tel: (412) 364-3512

RHODE ISLAND

George Sullivan
173 Prospect Street
N. Kingstown, R.I. 02852
Tel: (401) 295-8920

TENNESSEE

Tony Rizzo
2768 Birchwood
Memphis, Tenn. 38118
Tel: (901) 362-5725

TEXAS

Jon Curtius
1601 S. Jackson, Apt. 10
Amarillo, Texas 79102
Tel: (806) 374-5544

Jim Newton
819 Onaielgh
Channelview, Texas 77530
Tel: (713) 452-4694

Wayne Newton
Royal Chateau—Apt. 9
719 Sheldon
Channelview, Texas 77530
Tel: (713) 452-1832

Herbert Ogawa
6430 Woodcrest Lane
Dallas, Texas 75214
Tel: (212) 826-4745

Bob Winters
2524 Quentin Court
Fort Worth, Texas 76106
Tel: (817) 626-9554

WASHINGTON

Robert Adamson
7203—123rd Avenue S.E.
Renton, Washington 98055
Tel: (206) 216-4150

CANADA

Glenn David Erion
69 Sylvan Avenue
Scarboro, Ontario
Tel: (416) 267-8934

Robert Sutherland
Bantam Books of Can. Ltd.
888 Dupont St.
Toronto 174, Ontario
Tel: (416) 531-9967

Lance Marceau
67 Kingswood Road
Toronto 260, Ontario
Tel: (416) 531-9967-8

James McIntyre
462 Montrose Street
Winnipeg 9, Manitoba

George Melenfant
40 14th St.
Roxboro, Que.

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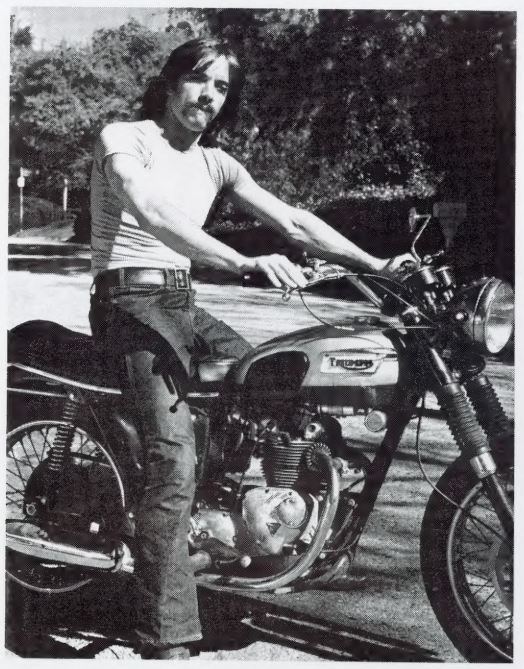
PHOTOS TO BE USED FOR LOCAL TIE-INS

These stills can be ordered from: Exploitation Department, National General Pictures, 600 Madison Avenue, New York, N. Y. 10022.

FOR DANCE STUDIOS & FASHION AREAS

Still No. BM (R-307)-10



FOR CYCLE SHOPS AND DEALERS

Still No. C-BM-314

FOR SHOPS AND DEPARTMENT STORE SECTIONS FEATURING RAINWEAR

Still No. BM (R-486)-41

SPECIAL PUBLICITY LAYOUT

"THE BABY MAKER" (3A)

Barbara Hershey and Scott Glenn are two of the stars in "The Baby Maker," contemporary drama of modern-day young people released in Technicolor by National General Pictures. It was written and directed by James Bridges and produced by Richard Goldstone. A Robert Wise Production, it also stars Collin Wilcox-Horne and Sam Groom.

(Available in 2 and 3 column mats and in 8 x 10 still form—BM SPEC-1)

FOR PONTIAC DEALERS

Still No. C-BM-439

Pontiac automobiles are used prominently in "The Baby Maker" and showmen should contact local dealers for tie-ins, posting in showrooms and for possible bannering of executive cars used around town. Dealers are ready to offer effective cooperation.

ACCESSORIES

AVAILABLE AT NATIONAL SCREEN SERVICE

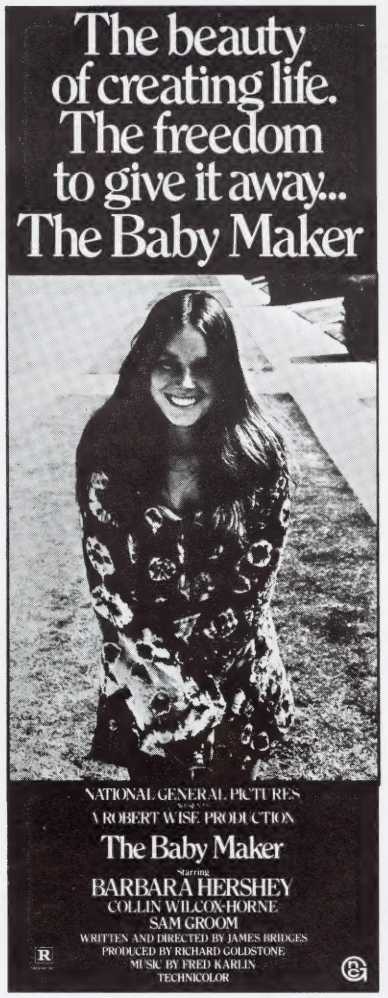
The Baby Maker
She'll live with a couple. Share the husband. They get a baby that's at least half theirs. She gets the joy of making it.
NATIONAL GENERAL PICTURES
PRESENTS
A ROBERT WISE PRODUCTION
The Baby Maker
Starring
BARBARA HERSHEY
COLLIN WILCOX-HORNE
SAM GROOM
WRITTEN AND DIRECTED BY JAMES BRIDGES
PRODUCED BY RICHARD GOLDSTONE
MUSIC BY FRED KARLIN
TECHNICOLOR
R

SIX SHEET

ONE SHEET

The beauty of creating life. The freedom to give it away... The Baby Maker
NATIONAL GENERAL PICTURES PRESENTS A ROBERT WISE PRODUCTION
The Baby Maker
Starring
BARBARA HERSHEY COLLIN WILCOX-HORNE SAM GROOM
WRITTEN AND DIRECTED BY JAMES BRIDGES PRODUCED BY RICHARD GOLDSTONE
MUSIC BY FRED KARLIN TECHNICOLOR
R

THREE SHEET



14 x 36 INSERT CARD

The Baby Maker
She'll live with a couple. Share the husband. They get a baby that's at least half theirs. She gets the joy of making it.
NATIONAL GENERAL PICTURES
PRESENTS
A ROBERT WISE PRODUCTION
The Baby Maker
Starring
BARBARA HERSHEY
COLLIN WILCOX-HORNE
SAM GROOM
WRITTEN AND DIRECTED BY JAMES BRIDGES
PRODUCED BY RICHARD GOLDSTONE
MUSIC BY FRED KARLIN TECHNICOLOR
R

22 x 28

NATIONAL GENERAL PICTURES

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for Film and Theater Research

https://wcftr.commarts.wisc.edu

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